

**CALIFORNIA APPRENTICESHIP COUNCIL**

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## **PUBLIC RELATIONS & PUBLICITY COMMITTEE MEETING**

### **MINUTES**

Wednesday – April 27, 2011 3:00 p.m.

#### **I. Call To Order/ Roll Call**

Chairman Gordon called the meeting to order at 3:00 P.M.

Members present: Scott Gordon, Kate Leyden, Julia Dozier, Renee Bacchini, and Acting Chief Glen Forman.

Members absent: Richard Harris, Donna Bechthold, Les DenHerder

A quorum was met.

#### **II. Review/approval of January 19, 2011 Minutes**

- A motion was made by Commissioner Dozier and seconded by commissioner Leyden to approve the minutes. The minutes were approved as written.

#### **III. Updates**

##### **Newsletter**

- Chairman Gordon presented the latest newsletter with updated information on the new Acting Director of DIR. He also recognized the members of the “Working Group” as; Kate Leyden, Paula Resa, and Oscar Meir as some of the contributors.
- Mr. Gordon will send the final draft to the director of DIR for final approval to be sent out to the editors of at least 17 major newspapers.
- Ms. Bacchini will put together a link for the DAS website.
- Ms. Bacchini continues to collect testimonials from different programs on apprentices they would like to highlight and will be sending release forms to them for the pictures.

#### **IV. Strategies, Goals and Better Ways to Market Apprenticeship**

- A suggestion was made to create a 2-minute video.
- Another suggestion was to create an issue on “being green”.
- Please send any suggestions to Mr. Gordon at [scott@laborersjac.com](mailto:scott@laborersjac.com).

#### **V. Other Items of Interest**

- Renee Bacchini gave an update on the “I built It” campaign and the transition of the new administration.
- There were discussion regarding coverage of upcoming events, job fairs, and networking with school districts and local community programs.

#### IV. Adjournment

- A motion and a second were made to adjourn the meeting. All were in favor. The motion carried. The meeting adjourned at 3:57 P.M.